

Mail Antroff
Minda Maggio 2445

program (Corporate Volume Pull
Program)

Direct Mail to approx 4.3 million
competitive smokers ~~will be~~ mailed
Dec 23-31

PM's premium brands B+H ment,
and



W/E 12/27/91
GIUSEPPE D'ALESSANDRO

ATT: Barbara Weinstein
Incremental Budget
of { 2.2M Cambridge
1.1M Bristol
0.5M Alpine

was approved on the
week of Dec. 20th, 91

Directed to Coupons for
MAXI Accounts to be
at retail end of year.

year end
volume pull
program -
for premium brands
Mail Antroff

2045378588

2045378589

coupon
expiration dates

with 6ctn up
and luggage tags

coupon
expiration dates

1/31/91

2/7/92

2/14/92

barcode expiration
date 1/30

2045378590